

Chapter 2 “The On Demand Business” Quiz

1. What are the 2 strategic imperatives businesses try to reach?

Innovate the business to differentiated value and capture new value
Make better use of resources to be more productive

2. Organizations need a partner who:

- a. Can help them deliver new business value
- b. Can help them deliver growth in the market through product innovation or more personalized client service
- c. Can help transform business processes
- d. All of the above

3. Organizations become more on demand by integrating processes and business behavior:

- a. Horizontally.
- b. Vertically.

4. Name two of the four categories that should be understood when approaching On Demand Business?

Market
Clients
IBM
You

5. True/False

In the enterprise integration stage, the focus switches from stand-alone processes and applications to value chains that cross departmental lines and organization boundaries.

6. True/False

The challenge to selling On Demand Business is that it is a change in perspective.